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BMAS students learn new business skills

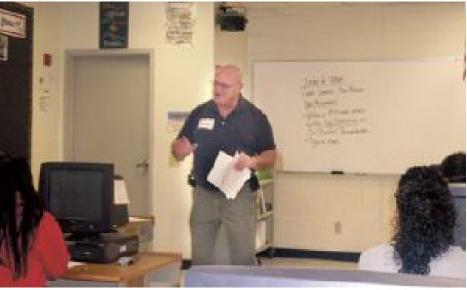
By PALOMA LIEFFRING AND REBECCA ZIMMER-MAN

Special to the Enterprise

On Thursday, Nov. 20, Director Jim Rhodes of the Small Business Development Center at Central Arizona College came to discuss how to start a business with Santa Cruz business management and administrative services (BMAS) students.

The BMAS class is learning about business plans, and is looking to write a business plan for document plans to show how the class will reach its busigoals. Rhodes explained to students how a business plan could benefit them in their endeavor.

"Before we start writing, we need to identify a market opportunity with sales potential," he first advised students. "We should choose a target market and target customer, and runs some tests. After that, we can start developing a business plan. The business plan should have details on how you will promote your business, create the product, determine how it will establish and manage your business. Our business plan will help us make sure we achieve our business goals and keep business on track."



Submitted photo

its button making busi- Students in Kristin Williams' business management CAVIT class listen intently last ness. A business plan is a month as Jim Rhodes from Central Arizona College's Small Business Development containing Center explains the ins and outs of planning and getting a business off the ground.

tant it is to know how ket goes down." much your business is get you to. And you it really paid off." would have plenty of money left over from the about an exit strategy very interesting, buying the new SUV."

Mr. Rhodes also talked about starting a busi- place students that vated.

Mr. Rhodes went over long as they stay moti- business coming in, you again soon.

his "Yellow Car Theory." vated and not become have the This explains how impor- discouraged if the mar- whether or not you want

Mr. Rhodes mentioned car that will get you to million dollars in a year. people usually

> Mr. Rhodes also talked ience.

your ness, discussing his own where it is convenient for drez. experiences, including customers to be able to

to sell out."

"Jim Rhodes is a smart profiting, and how you an example about one of man," commented BMAS use your profit. He also his clients: a single student Adrian Mendez said, "It's better to go out mother, who made a after the presentation. and buy an old yellow little under a quarter of "He took a service that the same location that a It pays to be persistent, money for, and made it brand new SUV would he said, "and in her case, easily accessible. Smart man."

"The presentation was yellow car as opposed to and customer conven- useful. It inspires me want to start a business "Make sure that you of my own," said fellow business student Amanda Melen-

Many of the students how he starting his own walk in, and not have to expressed appreciation telephone installing rush to go across town to for the great learning business. He reminded the store or other de- experience, meeting Mr. they sired location," Rhodes Rhodes, and his insight needed to stay moti- advised. "The exit strat- on how to start a busiegy is an alternative ness. The class hopes "Anyone can start a plan. So if all else fails Mr. Rhodes make good business," he said, "as and you have no more on to his promise to visit